

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A system for anonymously matching consumption objects with a consumer consumption behaviour, said consumer being uniquely identified by a true, objective behaviour derived consumption profile, said system comprising:
  - a central and private consumer repository containing a plurality of true objective consumption profiles corresponding to a plurality of consumers, each of said true consumption profiles being anonymous;
  - a central product repository, containing consumption object profiles for a plurality of consumption objects said central product repository being industry relative;
  - correlating means for correlating parameters of a potential target consumption object with parameters of a given consumer's true consumption profile, and identifying at least one best matched consumption object; and
  - means for confidentially presenting said consumer with the profile of said at least one best-matched consumption object.
2. (Original) A system according to claim 1, wherein said correlating means are triggered automatically.
3. (Original) A system according to claim 1, wherein said correlating means are triggered by the user.
4. (Original) A system according to claim 1, wherein said system further includes a consumer reaction log for logging a consumer's reaction to a correlation between said consumer's true consumption profile and a consumption object.
5. (Original) A system according to claim 1, wherein said consumer's true consumption profiles in the central consumer repository are made available to industry entities for performing market research.

6. (Currently Amended) A method for anonymously matching consumption objects with a consumer's consumption behaviour, said consumer being uniquely identified by a true behaviour derived consumption profile, said method comprising the steps of:
  - (a) creating a central repository of consumer's true objective consumption profiles;
  - (b) creating a product repository for industry participants to register the profile of their consumption objects said product repository being industry relative;
  - (c) searching the product repository for at least one match between parameters of a consumption object profile and parameters of the consumer's true consumption profile; and
  - (d) presenting the consumer with a list of best to worst matches.
7. (Original) A method according to claim 6, wherein said list is further presented to the consumer according to a weighted correlation.
8. (Original) A central repository of a plurality of consumer's true behaviour derived consumption profiles, characterised in that each of said profiles is anonymously entered into said repository, so that accessing said repository provides no information with respect to a particular consumer.
9. (Original) A central repository according to claim 8, wherein said consumer's true consumption profiles are made available to industry entities for performing market research.